

IN THE ABSTRACT:

Please delete the current abstract and substitute the following therefor:

--The invention relates to printing print data and advertisement data and charging for the printing so that a printing fee is reduced in accordance with the printing of the advertisement data. A size of the advertisement data to be printed is input and the advertisement data and the input size are transmitted to a control apparatus. The control apparatus receives a print sheet size designation and output information, determines a layout which corresponds to a type of the output information, to secure an advertisement area for printing the advertisement data on the determined layout. The advertisement data is selected in accordance with the secured size in the layout, and at least one of a number of times of printing the advertisement data, a unit price of the advertisement data, print position settings of the advertisement data, a size adjusting method of the advertisement data, and an arrangement orientation of the advertisement data. Print data is then generated and a bar code indicating a print fee for printing of the output information, which is reduced in accordance with the advertisement data being printed, is added to the generated print data.--